

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2016/2017

### BMK2614 – PRINCIPLES OF MARKETING

(All Sections / Groups)

29 MAY 2017  
2.30 pm – 5.30 pm  
(3 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages excluding the cover page with 5 questions.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

**INSTRUCTION: Answer ALL questions.****QUESTION 1**

Once marketing managers understand consumers and the marketplace, they must answer two important questions in designing a winning marketing strategy: What customer will we serve and how can we serve these customers best?

- a) With example, define customer needs and wants from marketing perspective. (5 marks)
- b) Discuss FOUR (4) societal forces in company's macroenvironment that affect marketing management's ability to build and maintain successful relationships with customers. (10 marks)
- c) Discuss the importance of selecting customers to serve before marketing strategy development. (5 marks)

(Total: 20 marks)

**QUESTION 2**

As the demand of upscale smartphone increases among the affluent consumers in Malaysia, Multimedia Corporation has decided to launch a new smartphone using "more for more" value proposition with a higher price to cover the higher cost. Kindly suggest and justify the individual product decisions for this new smartphone in terms of:

- a) The product attributes (12 marks)
- b) Branding (4 marks)
- c) Product support services (4 marks)

(Total: 20 marks)

**QUESTION 3**

Samseng Sdn. Bhd is deciding to price its product for customer located in different regions in Malaysia. As a consultant, advise Samseng Sdn. Bhd a pricing strategy that can be based on geographical factors that can be implemented by the company.

(Total: 20 marks)

**QUESTION 4**

Although channel members depend on one another, they often act alone in their own short-run benefits. Discuss the possible channel distribution systems in marketing context.

(Total: 20 marks)

**Continued...**

**QUESTION 5**

List the various types of sales promotions. What are their objectives?

(Total: 20 marks)

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